

VERSION 1.1

Guide To Getting Your First

1K Followers

Ampfluence
AMPLIFY YOUR INFLUENCE

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Table of Contents

1. What Makes Instagram Special?
2. Identifying The Core Pillars Of Organic Instagram Growth
3. Creating Your First Content
4. Personalize Your Account
5. Understand Your Target Demographic
6. Use Hashtags Properly
7. Post Consistently
8. Enhance Your Content
9. User-Generated Content
10. Expand Your Content
11. Engage With Your Own Content
12. Pods & Engagement Groups
13. Understand & Standout From The Competition
14. Collaborate With Brands / Find Sponsors
15. Collaborate With Influencers
16. Consider Ads
17. Prioritize Organic Growth
18. Conclusion



1

What Makes Instagram Special?

Being innovators in this space, we understand that as social media becomes synonymous with a marketplace, and the internet begins to flood with thousands of hours of unmonitored content, the more difficult finding quality information becomes. Especially when the subject matter is as new and exciting as capitalizing on something that arrives in your phone and life as just a mere app, but can be built up into much more.

Instagram is the modern-day gold rush of internet marketing.

As businesses and common people alike begin to understand this and take full advantage, the more of a sales powerhouse Instagram becomes. Getting on board and establishing your brand sooner, rather than later, is a surefire way to rise to the top in what will inevitably be (and already is) a tipping point for what's to come of the marketing industry, online and off.

2

Identifying The Core Pillars Of Organic Instagram Growth

So you want to grow your Instagram account. To do this quickly and effectively, you must first know the core pillars of Instagram. They are:

- Consistently posting quality content.
- Create community through engagement.
- Using popular hashtags and use them correctly.
- Understand how stories and IGTV work and why they are important.
- Collaborations and shout outs.

3

Creating Your First Content

The most important thing here is to identify the type of content you are putting out. This comes back to a primary understanding of how you want to deliver information to your consumer base.

- Is your brand personable and warm, or does it take on a more authoritative and informative personality?
- Are you sharing photos, videos, boomerangs, plain graphics, and graphics with text?
- Are you mostly sharing user-generated content?
- Are you a store? If so, how are you displaying your products?
- Is your content photo-heavy or caption heavy?
- What do you most want to communicate in your captions?
- Is long-form written content more suitable to your brand, or short-form?

The goal is to create a sense of cohesion throughout all of your content. This is not about sharing the most random photos from the far-reaching corners of the internet, this is about creating a visual brand that is easily identifiable, while also serving as a fully functioning delivery method for your business. What do you want your consumer to take away from your Instagram at first glance?

Think not just about what YOUR needs are as a business, but consider your consumer's needs. What is it that your target demographic is looking for? What kind of content appeals to them most? How do they consume, subscribe to, and buy what you are sharing/selling?

How can you create symbiotic Instagram content that includes all of those necessary components, as well as meets the needs of your customer?

Accentuate what makes you unique, different, and at the end of the day, more followable than your competitors.

Once you have identified the above and are ready to share your first Instagram post, simply click the camera in the bottom middle of your screen, and follow the prompts to select a photo, edit and caption the photo.

When you have a post that suits your needs, and serves your purpose, select “Share” in the top right corner.



4

Personalize Your Account

Before you can even consider amassing followers on your Instagram account, you first need to give thought to how you wish to tell the narrative of your profile. This is the most important aspect of your Instagram and should be treated as such; with special attention to the first, most prominent features on your account.

You have a limited amount of time to convince people to stay on your page, and furthermore to follow. Users must be able to get a solid idea, relatively quickly, about what they are signing up for when they become a part of your account.

With a basic understanding of your Instagram personality, this should be relatively easy to put together. Consider your main intention for what people take away from your account, and how you can include those key factors to compel your target audience. Share who you are in a succinct and direct way, all while maintaining eye-catching visuals.

Edit your avatar, bio, clickable link, highlights, and top 9 posts into a pleasing fashion that rounds out a summary of your brand. This is the number one step to owning a highly followable Instagram account.



5

**Understand Your
• Target Demographic**

The more you can get into the minds of your ideal followers, the better your chances are at creating a compelling offer for them to follow you. In order to let them see you, you must understand where they are looking. And more importantly, what they are looking for.

There are a few ways to go about this. The first and most obvious being, research. Take some time to figure out which accounts boast your target audience. Identify which content they are responding the best too, and how it is they tend to interact. It is advantageous of you to go out of your way, even if it takes more energy, to create a strategy that doesn't just work for you but works for those you wish to follow you.

In addition to what kinds of content appeal to them, it's pivotal to understand which times of the day and even which days of the week are more active for the followers you want. You can either use the Instagram Insights feature for this or run a few solid Google searches.

6

Use Hashtags Properly

As universally understood as the hashtag is, its sheer Instagram power is still worth noting time and time again. Over 9 years in the market, tens of updates, and ever-changing internet trends, there are very few features which have remained so steadfast.

Hashtags are central to the Instagram experience, and they aren't going anywhere.

Aside from the diversity hashtags bring to your Instagram content, and the oftentimes meme-able nature of them, hashtags are simply the best in terms of visibility.

They are highly searchable within the app, and offline, they make themselves just as prevalent. Even some of the top Fortune 500 companies, the annually ranked leading US corporations, understand the potential a hashtag campaign offers. With Nike, Starbucks, Allstate, and each brand in between on board, there's no denying their magnitude.

With the use of a single hashtag, Instagrammers can expect up to 12.6% more engagement on their posts, which boosts content in the algorithm, making it more visible to users across Instagram.

The reason these perform so well is simple - social media users are in the market for instant gratification. As much as we want to deny our appreciation for the split-second content processing, we really come to social media for exactly that. Hashtags make communicating a message, and subsequently understanding that message, virtually instantaneous. The more hashtags you use (within reason) the more quickly you can connect with those who follow you - and those who don't.

Identify which hashtags are relevant to you and also highly frequented, and use them throughout the entirety of your account. Your posts, Stories, and profile highlights are three core locations for the use of hashtags. Use them all to distinguish yourself from the competition.



7

Post Consistently

There are multiple reasons persuading people to follow your account is easily accomplished when you are uploading consistently. As well as boosting your posts to the top of the feed, reinforcing your brands' awareness, you also regularly ensure people of the kind of content they can expect from you moving forward.

While most would assume that there is a definite science to the frequency of your posting or even the timing, what your game plan should really boil down to is much more personal. Each Instagram is unique in many ways, and in the same vein, has a unique end-goal for their account. Depending on the intention behind your accounts, different schedules may work better for you.

Consider who you are attempting to reach, when they are most active, and the frequency of content they would most appreciate.

Some businesses have been known to share up to 30 posts a day, while others only post bi-weekly, proving that the way in which you post matters much less than the consistency of your posts.

The main importance is in staying, to some degree, at the top of the feeds, and in the front of users' minds.

If regularly going MIA from the Instagram space is a normal habit of yours, people are less likely to stay engaged or to find you in the first place. Whereas, if you are posting too much you can create a spammy culture around your brand, decreasing your follower retention rate.

Sharing content the right amount creates an enjoyable atmosphere for your Instagram account.

One that makes becoming a follower an easy decision.



8

Enhance Your Content

On a platform where over 95 million new posts are created each day, the most obvious way to stand out is to have better content than your competitors. You run the risk of being buried in the feed if what you share doesn't make the cut and with so many accounts constantly vying for your prospective followers' attention, it's important that your content stands out from the crowd.

There are over one billion accounts to be followed on Instagram, a lot of whom have similar niche audiences to you. In order to score the following, it must be easy to see that you are more followable than the others.

What a skilled content creator understands is that while the visuals of a post matter, what really matters is how well rounded the content is. Paying closer attention to detail, spending a bit more time on thoughtful captions, finding ways to always offer value to those who follow you, these are all valid ways to enhance your content.

It doesn't necessarily mean you must go out and invest tens of thousands of dollars into equipment, models, or editing. It just means that people can tell you care about the content you put out, and actively seek to improve upon it when you can.

9

User-Generated Content

User-generated content is photos, videos, Stories, and even IGTV which display your brand, your business, or your Instagram account through the eyes of those who follow you. This is a great tool to use when you want to employ social proof as a marketing tool.

Mainstream marketers have been using social proof marketing for years. Any time you read a review, see a testimonial or hear about a company through conversation with a friend, you are participating in social proof marketing. It is one of the most effective strategies as people trust people much more than they trust brands.

When you encourage user-generated content, what you are really doing is leveraging the follower-base of those who follow you. Using their experience with your company, to appeal to a larger audience of people who already trust your followers.

You are encouraging them to curate content about your business, which they share on their Instagram in exchange for the exposure which comes when you share their content to your page. In the process, directly linking all of their followers back to your brand, creating free exposure for you.

Often, when people like what you do, they will create content for you without you even having to ask for it. But when you ask them, and they understand the incentive, the amount of content that they produce will only increase.

This also assures future followers that what they are joining when they follow you is a close-knit community of real humans. Rather than feeling like they are following an emotionless corporate machine.



10

Expand Your Content

It would be limiting to ignore the usability of Instagram's varied features when some of them are even more impactful than a standard feed post. Instagram is an ever-evolving landscape, always bringing new content channels to the table. If you want people to take interest in what you share more importantly, take you seriously, you have to be able to stay up to date. Even if that requires you to invest time and energy into doing your research on new features as they arise.

Instagrammers are no longer just scrolling through their feeds, they are also looking through Stories, watching IGTV, and searching for hashtags and geotags. As a general rule, those who diversify their content tend to perform better. When you branch out and use the full scope of what's available on Instagram, your account becomes discoverable around every corner.



11

Engage With Your Own Content

An individual's space on a platform like Instagram is a highly curated atmosphere. Only the exceptional accounts make the cut in a competitive market where attention is constantly being fought over. Which makes the underlying culture of your profile especially important.

Prospective followers want you to show them why they should follow you. They want to be won over. Playing this game of push and pull sets you apart from the competition.

Pay attention to how your followers are engaging with your content, respond to their comments, and build long-term relationships that show people that you value them. Even when users are greatly contributing to a brand's content, most brands won't so much as acknowledge them. It makes a compelling argument for your Instagram when you are willing to take the extra step to show that you care.

Brands with a more humanized approach are trusted 24% more than those who don't. So be human, and actively seek to connect with users in your Instagram space. Also, share content across other social media platforms like Facebook and Twitter. Make sure you link back to your Instagram profile. If they follow you on those platforms, there is a high likely chance they will follow you on Instagram as well.



12

Pods & Engagement Groups

One of the more recent additions to Instagram, genius pioneered by the users themselves is what's being called "Pods." The main purpose of this is to drive engagement on your Instagram and help other members do the same.

These were invented when Instagram first introduced its an algorithm, as a way to work around the new system in place. Instagram now favors posts with higher engagement, and displays them in the feed accordingly, leaving users tasked to find ways to take advantage.

How they work is simple. A handful of users group together in a "pod," usually hosted on Facebook, Telegram, or even Reddit, and consistently share their new content as its posted in exchange for an onslaught of likes and comments. The rules for these groups vary, some of them with designated "drop" times - an hour dedicated to sharing new content, for example.

If you are more active in the group, meaning you are dedicating time to liking and commenting on others' content, you are more likely to receive the same back. Now, this doesn't directly translate to gaining more followers, but it does guarantee your content is more visible to those who do already follow you, and with the right strategies in place, this is the first step to encouraging follower growth.

While somewhat controversial in the Instagram space, with most feel the platform itself is against pods, it's often debated whether this strategy is truly fool proof. Many feel that because the interaction is not entirely genuine, it is easily marked as spam, thus defeating the purpose of the pod in the first place.

But even if the interaction isn't completely authentic, it still drives engagement, which drives followers.

Making this strategy best utilized for short-term growth, over the long term.



13

**Understand &
Standout From
The Competition**

There are many Instagram accounts across the platform that land in the same niche as you. In order to effectively remain a competitor in the market, you must understand the full scope of what your peers are doing. Whether they are succeeding or falling behind, getting a grasp on their strategies and their content that yields only positives.

At first glance, an Instagram account can appear as though everyone is doing relatively the same thing.

This however, is not the case and is a detrimental train of thought to fall into. It's not only imperative that you dig deeper, but it is pivotal that you understand which things specifically to look out for.

Each year, more and more businesses take to social media for marketing, as well as a noticeable increase in up and coming influencers. This means there are more businesses allotting their marketing money to cultivating the perfect Instagram strategies. Being a student of your peers is a great way to remain multiple steps ahead at all times.

What are your peers doing to attract followers, and more importantly, what are they doing to keep them around? How are they showing those who follow them that they are valued?

In which ways are they making a more compelling offer in the social media space? How does their content differ? What are they doing, that nobody else in your niche is doing? Which details are they paying attention to that nobody else is?

With so many strategies about how to gain followers - getting a grasp on your competitors, the Instagram activity can provide great insight into what is working, and what doesn't make the cut.

Through this, you can learn to capitalize on your strengths and accentuate what makes you different. Which, at the end of the day, is what makes you most followable. And who knows, you may even make a few business friends along the way.



14

**Collaborate With
Brands / Find
Sponsors**

Climbing the business social ladder in the online space is a worthy cause and at the end of the day how any company anywhere finds the most success. You can't get to the top without working with others along the way, and that's exactly what collaboration is about.

Partnerships are powerful for brands because they are able to easily build a portfolio of advocates and marketers. They are able to display authentic interest in their brand by using real humans, all while still maintain some if not complete control of the narrative.

On the flip side, this is a great strategy because big brands already have a built-in loyal audience. This means that a partnered post is going to be blasted out to their following, who has already expressed interest in your content by being interested in the brand in the first place. You become more visible and at the same time position yourself as an expert in your niche.

If you don't already have businesses reaching out to you, your first step is to actively seek out brands that are active in your niche. These don't necessarily have to be leading brands, yielding millions of followers. Your chances of working with these companies are slim, to begin with, but especially as an up and coming Instagrammer. Shoot for accounts in your same range of followers, if not slightly higher.

Once you've identified which brands would be a good fit, don't be afraid to reach out and express interest. The only way they will know you are looking for collaboration is if you tell them!



15

Collaborate With Influencers

Influencers are uniquely positioned as they've found a way to create a virtual bond between themselves and those who follow them. Their followings are usually incredibly loyal, and on top of that, highly trusting. This dynamic becomes somewhat of a friendship over time.

Brands who understand this already utilize influencer marketing as a massive part of their strategy. Whether it's Fashion Nova, Sugar Bear Hair, Audible, or Best Fiends; they leverage accounts with large followings to effortlessly increase the number of eyes on their account.

Oftentimes collaborations with influencers are paid, however, depending on the following of the influencer you are working with, you can also agree on an alternative exchange. Some influencers will be happy with just the mutual exposure that a partnered post brings.

Again, find the influencers that are relevant in your niche, around the same amount of followers as you and invite them to collaborate.



16 Consider Ads

Depending on how much you are willing to invest in your Instagram strategy, this is a good course of action to take. With so many factors at play in the algorithm, paying to get in front of new followers' eyes is a realistic way to boost your popularity.

The great thing about ads is that you have the opportunity to get incredibly specific in who you are marketing to. When you pay for an ad, it doesn't just get blasted out to everyone. In fact, you get to set certain parameters for your ads, such as age group, location, and niche.

There are many options for sharing ads on the Instagram platform such as feed posts, carousels, and multiple types of Story ads.

Your ads can either be sales like in nature, actively asking people to follow you. Or better suited, it can just be an example of the type of content you share, which indirectly inspires people to migrate to your account. Your job as the content creator is simply to forge a connection with those you wish to market to and invite them to join in on what you're all about. Just be sure to monitor the success of your ads, and shift accordingly.



17

Prioritize Organic Growth

No matter the strategy you use, there is some level of manipulation in any Instagram growth. Whether it's how you're using the algorithm to your advantage and how you're adjusting your content for more likability, it is unavoidable. But when it comes to companies offering fully automated bot services, or followers in exchange for money, our best advice is to steer clear.

There are a number of reasons why authentic Instagram growth is more favorable - your engagement will be higher in providing more business opportunities, for example.

More importantly, though, you're at the greatest advantage, which is having an audience made up of real people. Genuine humans who connect with your content, who believe in you as a brand, and who wish to see you succeed.

As frustrating as it can sometimes be to take the long road, it's in your brand's better interest in the grand scheme of things.

18

Conclusion

Making it through the first few Instagram milestones is always the most difficult and part. It is filled with trial and error, any necessary adjustments, and hours of research dedicated to understanding the factors at play. But all in all, gaining followers on Instagram is simple.

You show up, you let people know you exist, and you tell them directly why they should follow you. The good news is that with a beautiful page, high-quality content, and genuine care for your user base, Instagram success is inevitable. It's only a matter of sticking through the trial period.



Questions?



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